Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements - TOP2BOX SUMMARY [AGREE]

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	250	100	450	550	296	416	272
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	376	272
I am confident that I'll have sufficient funds to cover my expenses as I get older.	762	96	68	52	298	192	55	378	384	275	274	209
	76%	73%	76%	74%	79% F	77%	68%	77%	75%	81% J	73%	77%
I am concerned that I'm going to have to care for my parent(s) when they get older.	420	56	34	26	170	94	39	195	225	179	174	64
	42%	43%	38%	37%	45%	38%	48%	40%	44%	53% K	46% K	24%
I am concerned about becoming a burden to someone when I get older.	474	58	51	32	184	100	50	202	272	150	181	138
	47%	45%	57% E	45%	49% E	40%	61% ACDE	41%	53% G	45%	48%	51%

Do you currently use any type of financial advisor, that is, a financial planner, insurance advisor, or broker?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	250	100	450	550	296	416	272
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	376	272
Yes	509	68	48	35	200	123	35	243	266	140	220	142
	51%	52%	53%	50%	53%	49%	43%	50%	52%	42%	58% I	52% I
No	481	62	41	33	173	127	45	241	240	197	156	124
	48%	47%	46%	48%	46%	50%	56%	49%	47%	58% JK	42%	45%
(DK/NS)	10	1	1	2	4	1	2	6	4	0	1	7
	1%	1%	1%	3% E	1%	0	2%	1%	1%	-	0	2% IJ

Have you ever heard of Long Term Care Insurance?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	250	100	450	550	296	416	272
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	376	272
Yes	485	54	36	31	206	119	39	234	251	142	184	153
	48%	41%	40%	44%	54%	48%	48%	48%	49%	42%	49%	56%
					AB							I
No	508	76	53	39	167	132	42	251	257	196	192	114
	51%	58%	59%	55%	44%	52%	52%	51%	50%	58%	51%	42%
		D	D							K	K	
(DK/NS)	8	1	1	1	5	0	1	5	2	0	1	5
	1%	1%	1%	1%	1%	-	1%	1%	0	-	0	2%
												IJ

Do you currently have Long Term Care Insurance?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Have heard of Long Term Care Insurance	478	64	41	45	165	117	46	210	268	125	195	151
Weighted	485	54*	36*	31*	206	119	39*	234	251	142	184	153
Yes	123	8	8	7	53	37	10	72	52	29	64	30
	25%	15%	22%	24%	26%	31%	27%	31%	21%	20%	35%	20%
						A		H			IK	
No	352	44	26	24	151	81	27	159	194	111	117	120
	73%	82%	72%	76%	73%	68%	71%	68%	77%	78%	64%	78%
		E							G	J		J
(DK/NS)	9	2	2	0	2	2	1	3	6	2	3	3
	2%	3%	6%	-	1%	2%	3%	1%	2%	1%	2%	2%
			D									
Base: All respondents	1000	150	100	100	300	250	100	450	550	296	416	272
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	376	272
Yes	123	8	8	7	53	37	10	72	52	29	64	30
	12%	6%	9%	11%	14%	15%	13%	15%	10%	8%	17%	11%
					A	A		H			IK	
No	352	44	26	24	151	81	27	159	194	111	117	120
	35%	34%	29%	34%	40%	32%	34%	32%	38%	33%	31%	44%
												IJ
(DK/NS)	9	2	2	0	2	2	1	3	6	2	3	3
	1%	1%	3%	-	1%	1%	1%	1%	1%	1%	1%	1%
Have not heard of Long Term Care Insurance	515	77	54	39	172	132	42	256	259	196	192	119
	52%	59%	60%	56%	46%	52%	52%	52%	51%	58%	51%	44%
		D	D							K		

How interested would you be in hearing more about Long Term Care Insurance from a financial advisor? Would you be...?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Currently do not have Long Term Care Insurance	879	140	92	88	258	214	87	384	495	270	350	244
Weighted	877	122	82*	63*	325	214	71*	418	458	309	312	242
Very interested	80	11	4	7	33	19	6	37	43	23	36	20
	9%	9%	5%	12%	10%	9%	8%	9%	9%	7%	12%	8%
Somewhat interested	245	34	31	17	98	37	27	116	128	91	96	58
	28%	28% E	38% E	27%	30% E	17%	39% E	28%	28%	29%	31%	24%
Not very interested	223	31	18	20	82	56	16	102	121	98	82	41
	25%	26%	22%	32%	25%	26%	22%	24%	26%	32% K	26% K	17%
Not at all interested	324	45	29	18	109	101	22	160	164	97	97	122
	37%	37%	35%	28%	34%	47% CDF	31%	38%	36%	31%	31%	50% IJ
(DK/NS)	5	1	0	1	2	1	1	3	2	0	1	2
	1%	1%	-	1%	1%	0	1%	1%	1%	-	0	1%
Summary												
Top2Box [Interested]	325	45	35	24	131	56	33	154	171	114	132	77
	37%	37% E	43% E	39% E	40% E	26%	46% E	37%	37%	37%	42% K	32%
Low2Box [Not Interested]	547	77	47	38	191	157	37	262	285	195	179	163
	62%	63%	57%	61%	59%	73% ABCDF	53%	63%	62%	63%	57%	67% J

How interested would you be in hearing more about Long Term Care Insurance from a financial advisor? Would you be...?

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Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	250	100	450	550	296	416	272
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	376	272
Very interested	80	11	4	7	33	19	6	37	43	23	36	20
	8%	8%	5%	10%	9%	8%	7%	8%	8%	7%	10%	7%
Not very interested	223	31	18	20	82	56	16	102	121	98	82	41
	22%	24%	20%	29%	22%	22%	19%	21%	24%	29%	22%	15%
										JK	K	
Not at all interested	324	45	29	18	109	101	22	160	164	97	97	122
	32%	35%	32%	25%	29%	40%	27%	33%	32%	29%	26%	45%
						CDF						IJ
(DK/NS)	5	1	0	1	2	1	1	3	2	0	1	2
	1%	1%	-	1%	1%	0	1%	1%	0	-	0	1%
Currently have Long Term Care Insurance	123	8	8	7	53	37	10	72	52	29	64	30
	12%	6%	9%	11%	14%	15%	13%	15%	10%	8%	17%	11%
					A	A		H			IK	
Summary												
Top2Box [Interested]	325	45	35	24	131	56	33	154	171	114	132	77
	32%	34%	39%	34%	35%	22%	41%	31%	34%	34%	35%	28%
		E	E	E	E		E					
Low2Box [Not Interested]	547	77	47	38	191	157	37	262	285	195	179	163
	55%	59%	52%	54%	51%	63%	46%	53%	56%	58%	48%	60%
						DF				J		J

How important would you say it is that you are advised about Long Term Care by YOUR FINANCIAL ADVISOR as a part of your product portfolio? Would you say very important, somewhat important, not very important or not at all important?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Currently do not have Long Term Care Insurance but have a financial advisor	424	71	48	41	129	102	33	179	245	101	190	126
Weighted	420	61*	42*	28*	159	103*	28*	193	227	116*	172	127
Very important	77	5	13	5	34	15	4	36	41	27	32	18
	18%	8%	31%	19%	21%	15%	16%	19%	18%	23%	19%	14%
			AE		A							
Somewhat important	184	29	18	17	67	42	12	82	102	49	77	56
	44%	47%	44%	59%	42%	40%	43%	43%	45%	42%	45%	44%
Not very important	88	14	5	5	37	20	8	39	48	28	37	20
	21%	23%	11%	18%	23%	19%	28%	20%	21%	24%	21%	16%
Not at all important	68	13	5	1	20	25	4	34	34	11	25	31
	16%	22%	11%	5%	13%	25%	14%	18%	15%	9%	15%	24%
		C				CD						IJ
(DK/NS)	3	0	1	0	1	1	0	1	2	1	1	1
	1%	-	3%	-	1%	1%	-	1%	1%	1%	1%	1%
Summary												
Top2Box [Important]	261	34	32	22	101	57	16	118	143	76	109	74
	62%	55%	75%	78%	64%	55%	58%	61%	63%	66%	64%	59%
			AE	AE								
Low2Box [Not Important]	156	27	9	6	57	45	12	73	82	39	62	51
	37%	45%	22%	22%	36%	44%	42%	38%	36%	33%	36%	40%
		BC				BC						

Have you ever heard of Long Term Care Insurance?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H

	Total	I AM CONFIDENT THAT I'LL HAVE SUFFICIENT FUNDS TO COVER MY EXPENSES AS I GET OLDER.		I AM CONCERNED THAT I'M GOING TO HAVE TO CARE FOR MY PARENT(S) WHEN THEY GET OLDER.		I AM CONCERNED ABOUT BECOMING A BURDEN TO SOMEONE WHEN I GET OLDER.		USE FINANCIAL ADVISOR	
		Agree	Disagree	Agree	Disagree	Agree	Disagree	Yes	No
		A	B	C	D	E	F	G	H
Base: All respondents	1000	756	224	412	498	479	504	513	476
Weighted	1000	762	219	420	494	474	511	509	481
Yes	485	383	93	216	224	231	247	257	224
	48%	50%	42%	51%	45%	49%	48%	51%	46%
		B							
No	508	377	126	204	269	241	263	250	258
	51%	50%	58%	48%	54%	51%	51%	49%	54%
			A						
(DK/NS)	8	2	0	1	1	1	1	2	0
	1%	0	-	0	0	0	0	0	-